

WORK WITH US



MARKETING STRATEGIST & CONTENT SPECIALIST

Ideal start date: September 2024

Southtuitive[®]
LEADERSHIP

THE OVERVIEW

You're the inspiration behind our marketing results, helping us to increase our global impact, with customers who love working with us. Excited about rewriting the marketing rules, you'll back your ideas with actions that deliver measurable results.

1

PART TIME, REMOTE WORKING

Salaried role at 20 hours per week, ideally split over five weekdays (regular working hours agreed in advance, to include our core team hours of 1-3pm), on a permanent, employed basis - a 0.5 role.

You can work from anywhere **in the UK**, as long as you have stable, reliable, secure, high-speed internet. We all work remotely - we're an office-free zone - and we meet up in-person in the UK several times a year.

2

REPORTING TO THE FOUNDER

You'll report directly to the founder, former Head of Market Research for one of the world's most disruptive brands. We're a small team and you'll have the support of the founder and our operations team members as you implement your strategies.

3

SALARY & HOLIDAY

Salary for a suitably qualified candidate is between £35,000 and £44,000, pro rata for a 0.5 role (so £17,500 to £22,000). Occasional overtime may be required in busy periods, but is not normally expected.

Annual leave is 28 days, including any working days that fall on UK bank holidays, based on a 5-day working week. An extra day is added for each year of service, subject to performance.

This role includes company pension contributions, which rise with each year of service, subject to performance, to the maximum allowed under UK law.

4

ADDITIONAL BENEFITS

This role includes access to Clare Josa's online training programs, on a self-study basis, as agreed with Clare, with the exception of certification programmes.

This role includes eligibility for the company's profit-sharing scheme, subject to performance.



WHO ARE WE?

We're a heart-based organisation, with our feet firmly on the ground, on a mission to make a difference in the world by supporting people to:

- ditch Imposter Syndrome
- prevent burnout
- become free from toxic resilience
- have positive mental health
- make the difference you were born to make

If we had a motto, it would probably be:

***Changing the world isn't so much about what you do,
but about who you allow yourself to become.***

And if we were to sum up the essence of our mission in just two words, they would be:

Spread hope

Traditionalists would call us a leadership development company, but we prefer to think of ourselves as inspirers of passionate world-changers.

Our founder, Clare Josa, to whom you would report, is considered a global authority in Imposter Syndrome. She's the author of 8 books and a sought-after international keynote speaker on how to change the world by changing yourself.

We run online and in-person training, certification programmes up to Master Coach level, and also create bespoke programmes for corporate clients.

Our current big project is the Imposter Syndrome Hacks™ App, which captures the essence of Clare's work from the past 20 years and shares it in daily 5-minute chunks, to crank up your confidence, shrink stress levels, and get you consciously creating a life that makes the 'future you' do a happy dance.

We don't do 'sticking plasters' - we get people clearing out the root cause triggers for the stuff that has held them back, so they can wave goodbye to coping strategies and feel the relief, freedom and excitement that comes with becoming the 'real you'.



WHO ARE YOU?

YOU'RE GREAT AT GETTING ATTENTION

In a noisy world, you love finding the hook that stops people doom-scrolling and gets them paying attention - and then taking inspired action.

- You've got extensive experience of marketing to corporate audiences and know how to reduce friction, to get them taking the next step
- You've got a proven track record in raising brand and product awareness, to magnetise ideal customers and put off those who would hate working with us
- You know there's more to marketing than ads, and have experience with PR, getting podcast and media interviews, and win-win joint ventures
- You're great at walking a mile in the customer's shoes, understanding their journey from 'first contact' to 'superfan', and know that this intuitive insight can often be more valuable than expensive market research studies
- You're a great communicator and crafting words that inspire customers to take action makes your heart sing
- You have an uncanny knack for spotting the 'hook' on a piece of content that will capture the audience's imagination and get them taking action
- You're equally comfortable with contributing towards big-picture strategy, and with turning it into bite-sized action plans
- You work well with others, making it easy for them to understand what you need from them and helping them to learn and grow
- You're on a mission to make a bigger difference in the world, and you see each and every customer, student, reader and listener as a life we've had the privilege to impact, whether that be an inner lightbulb from a podcast episode or a year-long Mastermind



YOUR BACKGROUND

YOU'VE GOT A PROVEN TRACK RECORD

You know how to grab attention in an overwhelmed, doom-scrolling world, without resorting to click bait. And you know how to turn that attention into action-taking.

You're ready to take the next step in your marketing career, reporting directly into the company's founder, with courage, confidence and passion.

Your Experience So Far

- Proven track record in compelling copywriting, email marketing, and content creation.
- Strong, practical experience of creating engaging social media posts and email newsletters, as well as other content forms.
- Ability to think strategically and to contribute to marketing strategy development.
- Excellent communication, teamwork and organisational skills.
- Proven track record in PR or similar brand-building outreach work.
- Experience in working remotely, taking responsibility for delivering your objectives, even though we're not in an office together, proactively suggesting solutions for any challenges that come up.
- Ready to transition into a leadership role, taking responsibility for marketing initiatives.



ABOUT THE ROLE

You will be the marketing strategist and content specialist who helps the world hear about how we can help, as well as crafting the messages that will get them fired-up to take the next step.

KEY ACTIVITIES

- Creating strategy-led copy for newsletters, podcast episode teasers and social media posts that make people look forward to our next message, prioritising opening them in their inboxes
- Content-mining our podcasts, articles and videos, to create social media posts and newsletter teasers with hooks that make them a must-read
- Copy writing for brochures, proposals and research reports, making them the kind of thing that potential clients will want to keep and take action on, rather than skim and delete
- Input into email marketing funnels and 'content daisy-chaining' to help people feel inspired to take the next-step action
- Proactively finding well-aligned podcasts, publications and shows to interview Clare, and building relationships with the hosts for win-win outcomes
- Keeping an eye on trends in the news and social media, spotting opportunities for us to provide thought leadership or to challenge assumptions
- Nurturing warm leads, via 1:1 emails, to help them make next-steps decisions
- Collaborate on our marketing strategy, bringing innovative ideas and insights
- Proactive lead generation strategies that go beyond cold outreach and paid ads, reaching corporate decision-makers, as well as members of the public
- Working with other members of our tiny team to make sure projects are delivered on time, and stress-free
- To carry out any other duties which fall within the broad spirit, scope and purpose of this job description and which are commensurate with the grade of the post.

AUDIENCES

YOUR STARTING POINT: OUR EXISTING PLATFORMS & CHANNELS



NEWSLETTER SUBSCRIBERS

We have thousands of subscribers on our three core email lists: one for corporate leaders, one for personal development, and one for events. These are well-segmented and data-rich.



PODCAST LISTENERS

Clare runs two podcasts, one of which has 25,000 listeners in over 130 countries. She is also regularly interviewed on other people's podcasts and shows.



BOOK READERS

Clare has published nine books and her latest, *Ditching Imposter Syndrome*, is now on its third print run with readers in over 50 countries. Her new book - *Coaching Imposter Syndrome* - comes out in September 2024.



SOCIAL MEDIA

Clare is most active on LinkedIn, and is also on Instagram and YouTube. We are about to launch company accounts, to build the Soutuitive® Leadership brand, in addition to Clare's personal brand.



TOOLS WE USE

Training is available for any of the systems below. You will not need to use all of them. **Confident use of Canva templates or equivalent is an advantage.** In addition, we work with the following tools:

STAYING IN TOUCH

We use Front App for email, because it allows us to work collaboratively and share notes and suggestions, whilst keeping track of customer enquiries.

Other communication is via Whats App and Zoom.

STAYING ORGANISED

We use Asana as our project management system. It's easy to stay on-track and it integrates with our email system.

For file sharing we use Google Drive and Amazon S3. For calendars we use Google Calendar and Acuity.

WEBSITES

We run a range of Wordpress websites, with articles, videos, podcasts and our secure training vault portal.

We run our research studies via the ScoreApp system.

CRM: ACTIVE CAMPAIGN

We use this as our client and student database. It is an integral part of our training system, and it is also what we use for our newsletters. We're intensive users of its automation features, with a passion for continuous improvement of customer experience.

MAKING THINGS BEAUTIFUL

We use Canva for creating brochures and social media graphics.

We use Headliner and HappyScribe for audiograms and video captions.

SOCIAL MEDIA

We use MeetEdgar for social media scheduling, but prefer to schedule direct. Our main social media channels are LinkedIn, Instagram and YouTube.

THE APPLICATION PROCESS CLOSES 19TH AUGUST

1

APPLICATION QUESTIONS

CVs don't show the amazingness of who you really are, so we ask you to complete an application form. Go to:

<https://marketingstrategist.scoreapp.com/>

The closing date is 9am (UK) on Monday 19th August.

3

PRE-INTERVIEW TASK

If you are invited to interview, we will ask you to complete a pre-interview task, taking about 1.5 hours, to be submitted at least 3 working days before your interview. We will pay you £50 for this.

5

JOB OFFER

If offered the role, this will come with a formal offer letter, your contract, and a request for references.

If these are satisfactory, that's the point at which to tell your current employer.

INFORMAL 'CUP OF TEA'

Short-listed candidates will be asked to join Clare (on Zoom) for an informal 20-minute 'cup of tea' - a chance for you to find out more about the role and get answers to any questions.

2

VIRTUAL INTERVIEW

The final stage is a Zoom interview. You'll be given the questions 24 hours in advance, so you get to show us the real you, not the 'on the spot' you.

4

SMOOTH START

We'll agree with you an on-boarding process so you quickly feel at home, as a member of the team, helping us to make an even bigger difference.

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